

# THE KENYA HORTICULTURE COMPETITIVENESS CONFERENCE JANUARY 22, 2015 AT THE SAFARI PARK HOTEL, NAIROBI



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## The Kenya Horticulture Competitiveness Conference Brief

Kenya's horticulture industry continues to face growing competition both regionally and globally. Although the country is the most successful producer and exporter of fresh produce and flowers in sub-Saharan Africa, it has been losing market share in the global horticulture market. In an effort to identify those areas where the government, private sector, and donor communities can support the industry's continued growth, the USAID-Kenya Horticulture Competitiveness Project (KHCP) sponsored the Kenya Horticulture Competitiveness Conference (KHCC) held on January 22, 2015 at the Safari Park Hotel – Nairobi, in conjunction with the Kenya Flower Council (KFC) and the Fresh Produce and Exporters Association of Kenya (FPEAK). The goal of the conference was to act as a springboard in defining and implementing a strategic action plan to reposition the industry over the next five years and strengthen the global impact of Brand Kenya in flowers, fruits, vegetables, and associated processed foods.

The conference, themed *“Repositioning Kenya's horticulture industry for sustainable growth and profitability,”* brought together more than 450 delegates to address the strategic challenges facing the horticulture sector. Attendees included MDs and CEOs of export companies, logistics companies, various government ministries, senior policy makers, regional exporter associations, international buyer representatives, and other international speakers. Approximately 20 percent of the delegates were representatives of government institutions, with the rest comprised of farmers, private sector companies, development partners, and the media.

The KHCC was officiated by the Principal Secretary in the State Department of Agriculture, Ministry of Agriculture, Livestock Development and Fisheries, Mrs. Sicily Kariuki. The agenda included a Business to Business (B2B) networking session that involved a wide cross-section of Kenyan businesses and institutions from government ministries, national associations, development partners, research and academia, freight and logistics, certification and standards, food processors, and input suppliers. The networking session provided a space for industry stakeholders to individually address issues specific to participating institutions as well as to inform delegates about various services provided to the sector and new innovations contributing to Kenya's competitiveness. A total of 54 institutions participated in the B2B session.



*“This is one of the best conferences bringing the horticulture industry together I have seen in my time in the sector.”*

*Erick Ogumo  
Source Technical Manager,  
Tesco Group - Africa Hub*

The Kenya Horticulture Global Competitiveness Study (GCS) draft report which had been shared with representative industry stakeholders for peer review at a technical workshop in December was presented to delegates at the conference. The study illustrated Kenya's current level of competitiveness by systematically benchmarking the Kenyan horticulture industry against global competitors and provided a vision for a better way forward. Feedback from conference delegates and the previously-held peer review workshop will be incorporated into the final draft.

Alongside representatives from public sector regulatory institutions, horticulture industry leaders from Latin America, Europe, and Africa engaged participants during several panel discussions to provide a global benchmark and discuss the way forward for the Kenyan horticulture industry. Key

speakers included regional export associations, a representative from the international flower trade association, representatives from two major UK retailers (Tesco and ASDA), a representative of the EU delegation to Kenya, and private sector representation.

Highlights of the conference included: a presentation of the Economic Partnership Agreement (EPA) impact and what to expect in the future; a panel discussion on international market dynamics—what is changing in terms of procurement and Kenya’s position vis-à-vis other competitors; a presentation of Kenya’s competitiveness position globally benchmarking against key horticulture-exporting countries; a panel of the public sector and exporter representation on the horticulture’s action plan for the next five years; and finally a discussion on horticulture with a global and regional perspective with respect to production growth, technology adoption, enabling environment, and markets. The link details for access to the various PowerPoint presentations from the panellists are provided in Appendix IV.

“The participation of such a broad cross-section of leaders from the agriculture industry today is testimony to the importance of the horticulture sector and is also a testimony to the shared commitment in addressing all of the challenges that lie ahead. I urge you all to seize the opportunity today to engage with our industry colleagues to build on the results of the KHCP in general and to use the findings of the Global Competitiveness Study specifically to define and implement a strategic action plan to reposition the industry over the next five years and strengthen inclusive growth in Kenya.”

Karen Freeman  
USAID Kenya – Mission Director

## APPENDIX I: CONFERENCE PROGRAM



### The Kenya Horticulture Competitiveness Conference

January 22, 2015 - Safari Park Hotel - Nairobi

*“Repositioning Kenya’s horticulture industry for sustainable growth and profitability”*

#### Program

08.00 – 09.45am	Registration & refreshments
08.30 – 09.45am	Business to Business Networking Session
09.45 – 10.00am	Delegates take their seats
10.00 – 10.10am	Opening remarks- USAID/Kenya Mission Director
10.10 - 10.30am	Key note speech - Principal Secretary, State Department of Agriculture, Ministry of Agriculture, Livestock, and Fisheries.
10.30 -10.40am	Christophe De Vroey – Trade and Communication Counsellor European Union Delegation to the Republic of Kenya
10.40-10.45am	Panel changeover
10.45 -11.45am	<b><u>PANEL 1: INTERNATIONAL MARKET DYNAMICS</u></b>  Mr. Erick Ogumo      Source Technical Manager Tesco Food Sourcing Ltd  Ms. Sylvie Mamias      Secretary General UNION FLEURS - International Flower Trade Association  Mr. Guy Symondson      Regional Manager-Sub Saharan Africa International Procurement & Logistics (ASDA)
11.45-11.50am	Panel changeover
11.50-1.15pm	<b><u>PANEL 2: 2020 ACTION PLAN FOR INDUSTRY</u></b>  Global Competitiveness Study presentation Mr. Ian Chesterman      Director USAID Kenya Horticulture Competitiveness Project  Mr. Richard Fox      Chairman Kenya Flower Council

	Mr. Peeush Mahajan	Chairman
	Fresh Produce and Exporters Association of Kenya	
	Dr. Esther Kimani	Acting Managing Director
	Kenya Plant Health Inspectorate Service	
	Mr. Zakayo Magara	Acting Chief Executive
	Horticultural Crops Directorate	
1.15-2.15pm	Lunch Break & Business to Business Networking Forum	
2.15-2.30pm	Delegates take their seats	
2.30-3.30pm	<u>PANEL 3: GLOBAL &amp; REGIONAL PERSPECTIVES</u>	
	Mr. Francisco Viteri	Managing Director
	Popoyan – Guatemala	
	Mr. Gabriel Ngendabanga	Chairman
	Rwanda Flower Federation	
	Mr. Ian Finlayson	Managing Director
	Practical Solutions International (PSI-UK)	
	Mr. Joseph Ntawumenya	Chairman
	Association for the Development of Horticulturists in Burundi	
3.30-3.45pm	Closing remarks by the Principal Secretary Ministry of East African Affairs, Commerce and Tourism	
3.45-4.00pm	Vote of Thanks and Conference close	
4.00-4.30pm	Refreshments & Networking Forum	
	Delegates leave at own pleasure	

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Master of Ceremony/Moderator: Julie Gichuru: TV Host - Sunday Live/Africa Leadership Dialogues

## APPENDIX II: PARTICIPANT FEEDBACK ON KHCC

*"It was a pleasure attending the Kenya Horticulture Competitiveness Conference yesterday at the Safari Park Hotel. It was conducted in a creative manner and the panellists ensured that the conference objectives are achieved. The challenge left to us is to put the lessons we learnt into practice."*

**Patrick Nasiombe**  
**Shippers Council of Eastern Africa**

*"We would like to extend our sincere gratitude for the invitation that you extended to us as GMS to attend and participate at the KHCC on 22nd January 2015. We learnt a lot and I must say it was a very good moment for us as Logistics Company in the Private Sector to interact freely with various groups of Exporters, business men and women, farmers etc. who had no idea of our Company and the service we offer. We had the chance to exchange contacts with many people and we look forward to start receiving Emails and enquiries from them."*

**Sally Kalisa**  
**Gateway Marine Services**

*"Thank you for having invited us to attend the very valuable conference. We would like to keep up with this trade sector's trend hence please involve us in your future functions."*

**Beth Ihomba**  
**Maersk Kenya Limited**

*"I wish to thank you and the team for the invitation to participate at the very successful KHCC. I therefore wish to request for a meeting with you next week on a date of your convenience so that we can explore further collaboration."*

**Richard Krop**  
**Brand Kenya Board**

*"My thanks to USAID-KHCP for the kind invitation to participate in last week's conference. It was a very interesting experience for me and I am very glad I could attend!"*

**Sylvie Mamias**  
**UNION FLEURS**

*"Thank you for inviting us for the KHCC held at safari Park on 22nd January 2015. We learnt a lot. Hivos, SNV, Solidaridad and DVL plant are jointly implementing a 5 year Hort-Impact program focusing on various innovative and sustainable business cases in horticulture and food security in Kenya. In our Hort Impact steering committee meeting held last week we discussed briefly on how to explore any future networking and collaboration with KHCP partners now that the program is coming to an end this February 2015."*

**Boniface Kiome**  
**Hivos Foundation**

*"I attended the conference at Safari Park and was impressed about the detailed findings of the Global Competitiveness Study and its professional presentations. As we are starting the 5-year hortIMPACT programme, it would be great to hear from your lessons learned in KHCP, any interesting private-sector players we could continue to work with and any institutional linkages that we could foster. Would you be available for a meeting?"*

**Stefan Engels**  
**SNV**

*"Thanks for the invitation to the conference held on Thursday. Such a great occasion it was!"*

**Charles Kiinde**  
**MobiPay Kenya**

*"Congratulations on the successful event on Kenya's horticulture export competitiveness. We need to pick your brain on something - we are planning a KAM Energy Expo, Conference and Gala dinner at Safari Park in March 2015. Any insight on how to make our March event successful is highly welcomed."*

**Lilian Odhek**  
**Kenya Association of Manufacturers**

**APPENDIX III: PARTICIPATING ORGANIZATIONS AT THE B2B SESSION**

No.	Category	Institution	Contact
1.	Ministry of East African Affairs, Commerce, and Tourism  Ministry of Foreign Affairs and International Trade	Both Ministries	Patrick Tonui <a href="mailto:tonuipk@gmail.com">tonuipk@gmail.com</a>
		Export Promotion Council	Lucy Waithaka <a href="mailto:LWaithaka@epc.or.ke">LWaithaka@epc.or.ke</a>
		Brand Kenya	Richard Krop <a href="mailto:richard.krop@brandkenya.go.ke">richard.krop@brandkenya.go.ke</a>
		Chamber of Commerce	Anwar Ruto <a href="mailto:ceo@kenyachamber.or.ke">ceo@kenyachamber.or.ke</a>
2.	Ministry of Industrialisation	Ministry	Mary Muigai <a href="mailto:mmungai58@gmail.com">mmungai58@gmail.com</a>
		Kenya Bureau of Standards	
		KIRDI	
		Vision 2030	
3.	National Associations – Horticulture Industry	FPEAK	Catherine Muia <a href="mailto:muiacatherine@gmail.com">muiacatherine@gmail.com</a>
		KFC	Jane Ngige <a href="mailto:ceo@kenyaflowercouncil.org">ceo@kenyaflowercouncil.org</a>
		KAM	Lilian Odiek <a href="mailto:lilian.odhek@kam.co.ke">lilian.odhek@kam.co.ke</a>
		Kenya Flower Vendors Associations	Samuel Mwaura <a href="mailto:westlyfdecos@gmail.com">westlyfdecos@gmail.com</a>
4.	Development Partners	USAID-KHCP	
		USAID-KAVES	Grace Ndungu <a href="mailto:gndungu@fintrac.com">gndungu@fintrac.com</a>
		USAID-KFIE	Paul Mugendi <a href="mailto:pauline.mugendi@idd.landolakes.com">pauline.mugendi@idd.landolakes.com</a>

No.	Category	Institution	Contact
		Virtual City	
5.	Research Institutions and Universities	ICIPE	Dr. Subramanian Seugan <a href="mailto:rmurithi@icipe.org">rmurithi@icipe.org</a>
		KALRO	Dr. Lusike Wasilwa <a href="mailto:lwasilwa@gmail.com">lwasilwa@gmail.com</a>
		USIU	Karen Musikoyo <a href="mailto:kmusikoyo@usiu.ac.ke">kmusikoyo@usiu.ac.ke</a>
6.	Freight and Logistics	MEAERSK Shipping Line	Beth Ithomba <a href="mailto:Beth.Wanjiku.lhomba@maersk.com">Beth.Wanjiku.lhomba@maersk.com</a>
		Gateway Marine Services	Sally Kalisa <a href="mailto:sally.kalisa@gmsreefer.com">sally.kalisa@gmsreefer.com</a>
		DB Schenker	Esther Wangeci <a href="mailto:esther.wangeci@dbschenker.com">esther.wangeci@dbschenker.com</a>
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		Shippers Council East Africa	<a href="mailto:patrick.nasiombe@shipperscouncilea.org">Patrick Nasiombe</a> <a href="mailto:patrick.nasiombe@shipperscouncilea.org">patrick.nasiombe@shipperscouncilea.org</a>
7.	Ministry of Agriculture, Livestock, and Fisheries	Agriculture Information Resource Centre	Janet Juma <a href="mailto:agrinfodata@gmail.com">agrinfodata@gmail.com</a>
		The Bee Hive	Chris Nzuki <a href="mailto:chris@thehivegp.com">chris@thehivegp.com</a>

No.	Category	Institution	Contact
8.	Horticulture Competent Authority Structure	HCD	Mr. Zakayo Magara <a href="mailto:zmmagarah@yahoo.com">zmmagarah@yahoo.com</a>
		KEPHIS	Joseph Kigamwa <a href="mailto:jkigamwa@kephis.org">jkigamwa@kephis.org</a>
		PCPB	Mr. Peter Opiyo <a href="mailto:peteopiyo@yahoo.com">peteopiyo@yahoo.com</a>
9.	Regional Associations – Horticulture Industry	Rwanda Flower Federation	Gabriel Ngendabanga <a href="mailto:rwandaflowers@gmail.com">rwandaflowers@gmail.com</a>
		Burundi Horticulture Association	Joseph Kawumenya <a href="mailto:info@adhburundi.org">info@adhburundi.org</a>
10.	International Pavilion	Union <u>Fleurs</u> Brussels	Sylvie Mamias <a href="mailto:secgen@unionfleurs.org">secgen@unionfleurs.org</a>
		Popoyan - Guatemala	Fransico Viteri <a href="mailto:fviteri@popoyan.com">fviteri@popoyan.com</a>
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		TESCO – UK	Erick Ogumo <a href="mailto:Erick.Ogumo@uk.tesco.com">Erick.Ogumo@uk.tesco.com</a>
		Sainsbury – UK	John Owles
		COLEACP – PIP - Brussels	Yessie Meyer <a href="mailto:yessie.meyer@coleacp.org">yessie.meyer@coleacp.org</a>
11.	Certification and Standards	SGS	Cyprian Kabbis <a href="mailto:Cyprian.Kabbis@sgs.com">Cyprian.Kabbis@sgs.com</a>
		Africert	Clement Munene <a href="mailto:cmunene@africertlimited.co.ke">cmunene@africertlimited.co.ke</a>
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No.	Category	Institution	Contact
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		Millenium Management Consultants	George Ogoti <a href="mailto:ogoti@mmcafrica.com">ogoti@mmcafrica.com</a>
12.	Food Processors	Meru Greens	Gerald Muthomi <a href="mailto:gerald@mtkenyagardens.co.ke">gerald@mtkenyagardens.co.ke</a>
		Azuri Health Foods	Anne Tei <a href="mailto:tei@azurihealth.co.ke">tei@azurihealth.co.ke</a>
13.	Input suppliers	Lachlan Kenya	Richard Stonewigg <a href="mailto:stonewigg_lachlan@griculture.co.ke">stonewigg_lachlan@griculture.co.ke</a>
		Agrochemical Association of Kenya	Evelyn Lusena <a href="mailto:evelyn@agrochem.co.ke">evelyn@agrochem.co.ke</a>
		Institute of Packaging Professionals	Joseph Nyongesa <a href="mailto:jnyongesa@ioppk.com">jnyongesa@ioppk.com</a>

## APPENDIX IV: PRESENTATIONS

Please use the link below to view or download the following KHCC presentations:

<http://www.growkenya.org/market-info.aspx>

Presentation	Speaker
DYNAMICS OF THE INTERNATIONAL FLOWER MARKET: Key Trends and Prospects for Kenya	Ms. Sylvie Mamias Secretary General - UNION FLEURS
Kenyan Flowers in Japan	Ms. Sylvie Mamias Secretary General - UNION FLEURS
International Market Dynamics: Sustainability	Mr. Guy Symondson Regional Manager-Sub Saharan Africa International Procurement & Logistics (IPL-ASDA)
The Global Competitiveness Study	Mr. Ian Chesterman Director – USAID/Kenya Horticulture Competitiveness Project
Challenges and Opportunities for the Horticulture Sector	Mr. Richard Fox Chairman – Kenya Flower Council
Action Plan 2020	Mr. Peeush Mahajan Chairman - Fresh Produce and Exporters Association of Kenya
Action Plan for Horticulture Industry	Dr. Esther Kimani Acting Managing Director - Kenya Plant Health Inspectorate Service
2020 Action Plan for Industry	Mr. Zakayo Magara Acting Managing Director - Horticultural Crops Directorate
GLOBAL PERSPECTIVE: A comparison of Kenya and Guatemala	Mr. Francisco Viteri Managing Director – Popoyan, Guatemala